



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1379075

Schedule Dates

09/26/12-10/01/12

Advertiser

DCCC-Democratic Congressional Campaign Comm

Agency

Great American Media (2231)

Product

POLITICAL CANDIDATE SUPER PAC (ns) (1386)

Brand

1473 / DCCC (475474)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Kaufma, Meredith

Phone/Fax

/

CPE

11/14/1473

Account Types

National/Political Issue Agency BRD

Billing Type

Standard

Comments

DCCC

DCCC

REP-FRAN BROWN

09/25/12

09/26/12

Rita Schmidgall

No

ECR09827575

A35+

Normal

Package Deal

Commission %

Commission

Net Total

Sales Tax

St Louis (KDNL)

By Broadcast Month

Sep. 2012

Oct. 2012

Grand Total:

Spots

7

2

8

Rate

\$1,680.00

\$2,950.00

\$4,630.00

[Handwritten signature]

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/26/12-09/28/12	2	:30	8:58A- Peoples Court	2			X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	PEOPLE'S COURT	9/25/12
2.0	Normal Line / Prime Premium (2)	10/01/12-10/01/12	2	:30	6:58P- ABC-Dancing With The Stars (Monday)	1	X							1	\$2,200.00	\$2,200.00	St Louis (KDNL)	Dancing w/Stars	9/25/12
3.0	Normal Line / SPOT (4)	09/26/12-09/28/12	2	:30	10:01P- News ABC 30 News at 10pm	2			X	X	X			2	\$175.00	\$350.00	St Louis (KDNL)	STL NOW ON KDNL @ 10P	9/25/12
4.0	Normal Line / SPOT (5)	09/26/12-09/28/12	2	:30	11:02P- ABC-Jimmy Kimmel	2			X	X	X			2	\$65.00	\$130.00	St Louis (KDNL)	JIMMY KIMMEL	9/25/12
5.0	Revised Line / Prime Premium (9)	10/01/12-10/01/12	2	:30	9P- ABC-Castle (Monday)	1	1							1			St Louis (KDNL)	Castle	9/26/12
5.1	Normal Line / Prime (8)	10/01/12-10/01/12	2	:30	9P- ABC-Castle (Monday)	1	1							1	\$750.00	\$750.00	St Louis (KDNL)	Castle	9/26/12
6.0	Normal Line / Prime Premium (7)	09/28/12-09/28/12	2	:30	6:58P- ABC-Shark Tank (Friday)	1						1		1	\$800.00	\$800.00	St Louis (KDNL)		9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9827575 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/25/2012 10:14 AM
Last Received: 09/25/2012 10:13 AM
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC
Estimate# 1473
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1473
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

DCCC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/25-10/01	9A-10A	PEOPLE'S COURT	:30	\$200.00	TU-F,M	2	1	2	\$400.00
2	10/01-10/01	7P-9P	DANCING W/STARS	:30	\$2,200.00	M	1	1	1	\$2,200.00
3	09/28-09/28	9P-10P	20 / 20	:30	\$800.00 1000	F	1	1	1	\$800.00
4	09/25-10/01	10P-1035P	STL NOW ON KDNL@ 10P	:30	\$175.00	TU-F,M	2	1	2	\$350.00
5	09/25-10/01	1105P-1205A	JIMMY KIMMEL	:30	\$65.00	TU-F,M	2	1	2	\$130.00
6	09/29-09/29	11A-230P	ABC COLLEGE FTBL	:30	\$750.00	SA	1	1	1	\$750.00

---REPORT TOTALS---

Report Totals: 9 / \$4,630.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$2,430.00
Sales Totals: 9 / \$4,630.00
Station Totals: 9 / \$4,630.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$54,215

CABL 0% KDNL 8% KMOV 29% KPLR 8% KSDK 22%

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Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

KTVI 30% UNKN 0% WRBU 0%

---COMPETITIVE COMMENTS---

WENT BACK TO SEE IF THEY CAN ADD 5P NEWS

Books MAY12
Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene
do hereby request station time concerning the following issue:

Democratic Congressional
campaign committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: DCCC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

Kristie Mark
COO
430 South
Capitol St.
Washington, D.C.
20003

TO BE SIGNED BY ISSUE ADVERTISER

<div style="border-bottom: 1px solid black; height: 20px;"></div> <p>Date</p>	<div style="border-bottom: 1px solid black; height: 20px; text-align: center;"> </div> <p>Signature</p>	<div style="border-bottom: 1px solid black; height: 20px; text-align: center;"> <p><i>auth. mediabuyer</i></p> </div> <p>Contact Phone Number</p>
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

<div style="border-bottom: 1px solid black; height: 20px;"></div> <p>Signature</p>	<div style="border-bottom: 1px solid black; height: 20px;"></div> <p>Printed Name</p>	<div style="border-bottom: 1px solid black; height: 20px;"></div> <p>Title</p>
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